

Assignment Number: 2
Course code: MCOM-121
Class: MCOM 2nd SEM
Title: Marketing Management
Last date of submission: 20th April, 2018

Instructions:

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme, and Enrolment No. clearly at the top of the page.

Question:-1

- a) Define meaning & concept of CRM in detail.
- b) Define the process of marketing research and different types of marketing researches.

Question:-2

- a) Define green marketing and rural marketing in detail.
- b) Write in detail the roles and responsibilities of modern marketing manager. And what are the challenges faced by them in recent times.

Assignment Number: 2
Course code: MBA-121
Class: MBA 2nd SEM
Title: OPERATIONS RESEARCH
Last date of submission: 20th April, 2018

Instructions:

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme, and Enrolment No. clearly at the top of the page.

- Q.1 (a) As you are aware of the operations research, explain Hungarian method?
- (b) Explain assignment problem with an example.

- Q2. (a) As you are aware of decision making give a briefly explanation about EOL with an example. When we can use Laplace criterion?
- (b) Find the optimal solution of the transportation problem:

| | | | | | |
|---|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | |
| 1 | 3 | 6 | 8 | 5 | 20 |
| 2 | 6 | 1 | 2 | 5 | 28 |
| 3 | 7 | 8 | 3 | 9 | 17 |
| | 15 | 19 | 13 | 18 | |

Assignment Number: 2
Course code: MBA -122
Class: MBA 2nd SEM
Title: Cost and Management Accounting
Last date of submission: 20th April, 2018

Instructions

1. **Write the responses to the assignment in your own handwriting.**
2. **Submit the responses to your HOD within the due date.**
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QNo.1

(a) By following information's

Fixed cost = Rs. 15,000

Variable cost =Rs. 20,000

Sales = Rs. 60,000

Compute Break-Even point?

(b) What is variance analysis and how can you calculate MVC and MUC?

Q No. 2

(a) Discuss the significance of management and cost accounting?

(b) Calculate works cost or factory cost from the following details:-

| | |
|--------------------------------------|--------------|
| Raw material consumed | = Rs 50,000 |
| Direct wages | = Rs 20, 000 |
| Direct expenses | = Rs 10,000 |
| Factory expenses 80% of direct wages | |
| Opening stock of work in progress | = Rs 15,000 |
| Closing stock of work in progress | = Rs 21,000 |

Assignment Number: 2
Course code: MCOM-122
Class: MCOM 2nd SEM
Title: Security Analysis and Investment Management.
Last date of submission: 20th April, 2018

Instructions:

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
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Q1-

- a) "Investors in India have better investment opportunity to invest."-Do you agree with this statement? Substantiate your views.
- b) "Investor protection is the major concern of Securities Exchange Board of India". Explain the various steps taken by SEBI on this perspective.

Q2)

- a) What are the types of mutual funds? Explain.
- b) What is investment risk? Explain the difference between investment and speculation.

Assignment Number: 2
Course code: MCOM-123
Class: MCOM 2nd SEM
Title: Direct Taxes
Last date of submission: 20th April, 2018

Instructions:

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Q.1

- (a) Explain the term income and differentiate between heads of income and sources of income.
- (b) Who is deemed assessee?

Q.2

- (a) What do you mean by salary and how taxable salary is computed?
- (b) Explain about agricultural income in India.